

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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Dominican Republic

Post: Santo Domingo

Buying Mission to the World Pork Expo 2012

Report Categories:

Trade Show Evaluation

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Report Highlights:

A 42 member Dominican delegation participated in a reverse trade mission to the World Pork Expo in Des Moines, Iowa, the third largest delegation in the show. In addition to in site purchases and potential short term purchases of US\$300,000, the Ag Office will continue to strengthen the relationship with the sector pushing the DR-CAFTA agreement in place.

General Information:

Author Defined:

1. Market Constraints and Opportunities:

The swine industry is an important livestock sector in the country and produces most of the country's pork and pork product needs. In the process the swine and poultry sectors consume 90 per cent of the U.S. exports of 1.1 million MT of corn and 400,000 MT of soybean meal to the Dominican Republic. In addition, important quantities of pork and pork products enter the country as a result of the DR-CAFTA agreement with the United States.

Mid size swine farm producers and mid size pork processors in the Dominican Republic have had limited access to adopt the use of more advance livestock breeding technologies, meat processing, and feed manufacturing equipment from the United States, particularly while live swine import protocol was not in place. They also have limited access to feed ingredients and formulating ingredients and equipment. Limited contacts in the U.S. swine and feed industry and insufficient access to information about high-quality genetics are also inadequate to the smaller breeders, producers and processors. Recently the Dominican government updated the live swine protocol to allow more reasonable requirements for live swine imports from the United States.

2. Activity Description:

Post led a delegation with the Dominican pork federation officials and livestock farmers from the DR to the World Pork Expo in Des Moines, Iowa on June 2-9, 2012. A visit to swine farms and meat processing facilities, discussions with breeders association were organized by the pork federation, ASA-IM and our office for two days before the trade show, as these visits are a big draw for the delegation. Two leaders were invited but no cost will be covered.

Due the large number of mid and small size swine producers and processors, the Ag Office had had limited contact with the Dominican swine industry, except for our interaction with a handful of the larger industry representatives and our support to the American Soybean-IM activities in the country. Post's efforts in 2012 were to overcome limitations in information access and to expose mid size Dominican swine industry to the largest pork exhibition in the United States where U.S. products are shown. Efforts were focused on strengthening our contacts with the key players in the industry, policy makers and encouraging participation in a Dominican delegation.

Our efforts with the domestic swine organizations in promoting the attendance of Dominican hog producers and related businessmen to participate in the trade mission were successful. The Agricultural specialist escorted and assisted the forty-two member delegation in their individual accommodation plans, transportation and registration at the exposition.

3. Expected Result and Desired Outcomes:

Although the Ag Office's expectation was that the group would make purchases during and after the show, which some did, our main objective was to invest some resources to improve our knowledge of the hog industry in the Dominican Republic, trade capacity building and to prepare the basis for further activities with the sector. The special tour that included 42 producers from the delegation was, according to the participants, the highlight of the visit.

Posts main goals followed some of the Trade Show Evaluation Report done by Euromonitor International (April 2012), where the highest rated objectives in attending an international trade

show in terms of stakeholder-rated importance were: making contacts and establishing relationships, sales promotion and product introduction/education. Post believes the visit achieved all three goals.

4. Actual Results and Outcomes:

In addition to the organizers, a forty two producers, processors and businessmen participated in the delegation or reverse trade mission to the World Pork Expo 2012. We must highlight that one of the Expo exhibitors was from the Dominican Republic. We were also aware that an additional number of Dominican businessmen registered in the show outside of the delegation, but we were not able to quantify this number. This made the group an important size Dominican delegation in recent years. More than half of the total participants were first-time attendees in a U.S. trade mission, to the show and more than a dozen to the United States.

Breeding stock exports to the DR are strong and will continue to grow as the DR swine producers are exposed to new technology and pure breed alternatives. The DR producers have recently invested in pure breeds out of Canada for breeding stock for the domestic industry. However, U.S. breeds are competitive if sufficient technical awareness is built within the Dominican swine industry. Short term gain may include heard improvement efforts to enhance local genetics and increase exports of U.S. quality swine genetics to the Dominican Republic.

There were on-site purchases of equipment, feed and genetic materials. There were some plans for the purchase of equipment and feed (US\$ 15-20,000), after the show. According to informal comments of the participants, purchases in excess of US\$300,000 would probably take place in the short term. Furthermore, mission members made good contacts and learned about more advanced livestock management practices, which, if adopted, would increase demand for U.S. feed, genetics and equipment, in addition to new representation of new U.S. firms and products in the DR.

5. Recommendations/Follow Up Evaluations

The Ag Office will continue strengthening the relationship with the sector and to push further as the Dominican market gradually opens as a result of the implementation of the DR-CAFTA agreement. As part of it, Post will continue to work together with the Dominican Government in their Capacity Building efforts.

In view of the country's volumes of corn and soybean purchases, post will continue to strongly support U.S. Grain Council, the National Renderers Association and the American Soybean Association - International Marketing in their marketing and technical assistance efforts.

6. Cost/Revenue

Budget Source	Total Cost
FAS	US\$ 1,675.00